

Logo Design: Defining your needs



A logo is a very concise form of communication. In an instant it becomes the definition of your organization, your event or your program.

This questionnaire not only helps me design the logo, it also helps you think about what you want and need in a logo, and what you and your audience's expectations are. It also helps you think through and be definitive about symbolic elements, colors and fonts.

Some of these questions will deal with style, colors, feelings, emotional response. Answer these questions as best you can using some of the first images or words that come to mind. **Remember that it is the audience's perceptions and needs that need to be met by the logo, not yours.**

If you don't know what you want your logo to communicate, then it is not possible to create a logo that communicates effectively. Similarly, if the decision makers for the final logo are not part of the initial discussion, it is not possible to create a logo that meets their needs. Once the message and needs for the logo are clearly defined by decision makers, I can create the image that evokes the messaging that you want to provide through the logo.

Name _____ **Organization** _____

Exact words to be used in the logo: _____

Tagline or additional lines that can be used with the logo (ie., organization motto; date and place of event). The logo should stand on its own without the tagline, but knowing the tagline can help with design elements.

Into which category does the need for this logo belong?

- corporate/organization logo: branding for an entire company or organization
- event logo: for a convention/wedding/anniversary
- program logo: for a specific program or campaign within your overall organization

We design the logo for use in print and online materials, for promo items, for use in powerpoints, websites, identity materials. We furnish a vector eps graphic that can be infinitely scaled in cmyk. We also furnish other files formats for your convenience (jpg, pdf, tif, etc., in high-resolution and in rgb for online use and cmyk for print use).

What is the most important use of the logo?

Are there other formats or unusual usages that have not been addressed?

Please describe the audience for this logo. Who are they? Remember the logo is being designed for your audience to find attractive and informational. While you may be a part of the audience, your needs are not as important as the audience needs.

Audience demographics gender/age/geography _____

Audience special characteristics (same occupation?) _____

Are there logos for similar organizations/programs/events which would compete with the **same** audience?

- Yes (please attach or list below)
- No

Exact words to be used in the logo: _____



Brewer Communications, Inc.

In your opinion, what defines a well-designed logo?

If this is a redesign of a previous logo, **what did you like** about the old logo? **What did you not like?**

Is there a **stereotype or misunderstanding** that you want this logo to address and reframe?

Does your potential audience see any **barriers** to your organization/program/event that this logo can address?

Are all the **decision makers** in tune with your answers to this questionnaire? (If in doubt, all decision makers should fill this out!)

Are there **conflicts** in the decision-making group that can be addressed with two different directions?

Message:

What is the **overall message** you want to convey to your target audience?

What **attributes** of your organization/program/event would you like your logo to reflect?

Are there **potential messages** that you do NOT want your logo to convey?

If you were to **describe** your organization/program/event in 25 words, or in 30 seconds, what would you say?

Write down **three words** that reflect the immediate message the logo should provide.

Exact words to be used in the logo: _____

Is a specific font required? Note: Specific required fonts must be provided or be included in the fee.

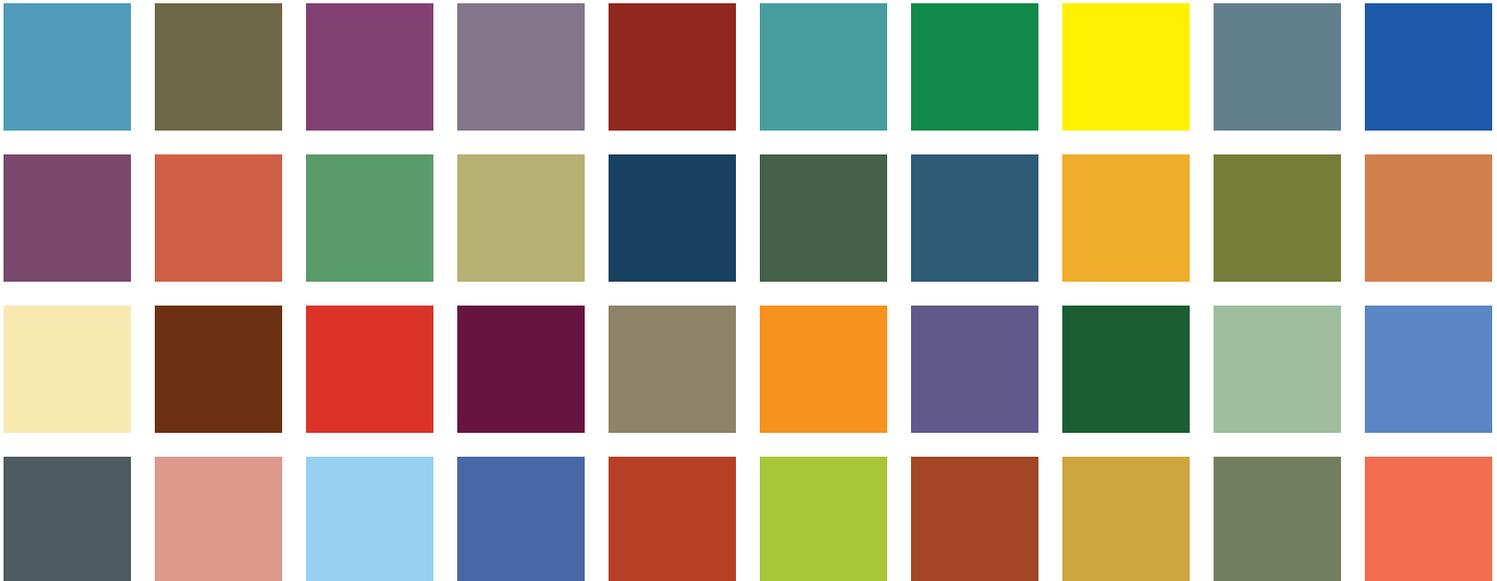
- Yes (please list below) no

Is there a style of type that you prefer in your logo?

Are there specific colors that should be used? Is there a corporate logo color to match or to be harmonious with? Is there a need or importance in using liturgical colors or any other specific color? (Please use specific colors, Pantone/ PMS/Hex/ RGB/CMYK, or provide the logo that is to be matched.)

- Yes (please list below) No

Color itself can be symbolic and can portray emotion. Changes in color can change the meaning. Check colors that feel right to you for this logo. Note: this does not mean the colors will be used, but it suggests emotional content.



Symbolism:

Please identify symbols or groups of symbols that are appropriate for this logo.

Are there symbols that the audience may not connect with that should be avoided?

Do you have specific images or icons that you wish or do not wish to be in your logo?

Exact words to be used in the logo: _____



Brewer Communications, Inc.

Is it important that the logo **include a cross**? Yes No

Write down three icons or symbols that could be a part of the logo.

Style:

Is there a specific style or time period that is appropriate for the logo (art deco, fruit crate style)?

Are there any well-known logos/graphics/images that you like and feel would be appropriate for this logo?

Write down three adjectives that describe what is to be communicated with the logo.

Select words that go with your idea of your logo:

flirty	fun	global	feet	hands	party	altruism	strong	caring	fancy
astro	historical	leisure	serious	money	buy	goals	day	travel	worship
night	escape	education	music	medical	traditional	star	world	sweet	contemporary
reach	help	learn	give	share	buy	sell	grow	food	children

Organizational logos: Do you have competitors? Are there larger organizations you would like to emulate?

Event logos: Is the place or time of the event important to the attendee? What is the most important aspect that will get your audience to respond (attend)?

Program logos: Are there programs like yours that are competitors? Larger programs to emulate? Barriers to overcome?
